CASH REWARD

The attached sheet is a photostatic copy of the front and back sides of a mail-order coupon from an unknown publication which I am trying to identify.

This coupon is of considerable historical importance. It is believed that by means of this coupon Lee Harvey Oswald, using the alias "A. J. Hidell", purchased a .38 S&W revolver in the early part of 1963. This revolver was later used in the slaying of a police officer subsequent to the assassination of President Kennedy.

Neither the Warren Commission nor any investigative agency has ever been able to identify the specific publication from which this coupon was clipped. The mail order house involved, Seaport Traders, Inc., was unable to identify it in 1964, and it is no longer in business under that name.

The original of the coupon itself is in the National Archives at Washington, D.C. It is printed on newsprint paper (light-weight, non-glossy), which eliminates most gun, hunting, and sports magazines as possible places where the ad might have been published and suggests a weekly or bi-monthly publication such as Shotgun News or possibly a detective or humor type of magazine on pulp paper. There is a portion of a cartoon on the reverse side (see copy).

In the company address on the front of the coupon, there is a department number, "AM-3" (see copy). If this follows the usual advertising practice, the symbol "AM-3" would signify that the name of the publication had the initials (or abbreviation) "A____ M____", and that the specific issue was the third one of that year, e. g., March in the case of a monthly publication. However, because of possible errors or re-use of previous ads, it cannot be guaranteed that "AM-3" follows this rule. Incidentally, I am unaware of any gun, hunting, or sports publication having the initials "A____ M____".

It is very likely that the year of publication was 1963. Even here, however, there is some uncertainty because Oswald is known to have saved old magazines. Seaport Traders, Inc. is known to have run similar ads as far back as the 1950's. Such ads (not the same as the attached copy, however) may be found in the May '62 issue of Guns, Sept. '62 issue of Shooting Times, Nov. '62 Guns & Ammo, etc.

I have spent many hours attempting to identify this publication without success. Nevertheless, I am confident that it does exist (although it may no longer be published) and can be found.

I hereby offer a $25 reward to the first person (as determined by the postmark on the envelope) who sends me a bona fide specimen of the publication containing an ad just like the one from which the attached coupon was taken. If an actual specimen is not available, I will give $10 to the first person who can identify the publication (by name, address of publisher, and date of issue) and prove that the ad actually appeared in that issue.

Robert P. Smith
927 15th St. NW, #409
Washington, D. C. 20005

Bob Smith

July 22, 1972

Commission Exhibit No. 790

MAIL COUPON

SEAPORT TRADERS, INC. 1221 S. Grand Ave. Dept. AM-3 L.A. 15, Cal.

Gentlemen: Please ship me the following:

Quantity	Product	Cost per Item	Total
	Mexican Bowie	5.95	
	.410 Shotgun	58.95	
	.22 Derringer	16.95	
	Flintlock Muzzle	45.00	
	Remington .22	10.95	
	.22 Long Rosco	12.95	
	air rifle	89.95	
	.22 Mag. 6 Shooter	39.95	
	Handcuffs	5.75	
	Western .22	12.95	
	.38 S. & W. Spec.	39.95	
	30/06 Springfield	$39.95	
	.38 Scotland Yd. Sp.	16.95	
	Large 6½" knife:	8.95	
	.38 St. W. 2" Bbl.	29.95	
	.22 Ital. Auto	19.95	
	.22 Snubbie	12.95	
	[illegible]		
	[illegible]		
	TOTAL PRICE	29.95	

Enclosed $10.00 check or M.O. (COD's require ½ deposit). (Be sure to specify & give complete ordering info.) I understand all items are to be shipped F.O.B., L.A. express charges collect. Calif. res. add 4% state tax. When ordering pistols, please sign statement:

I hereby state that I am a citizen of the U.S., and that I have never been convicted in any court of the U.S., territories, possessions or District of Columbia of a crime of violence or a crime punishable by imprisonment for a term exceeding 1 year, nor am I at present under indictment or a fugitive from justice. I am of [illegible] mind of sound mind.

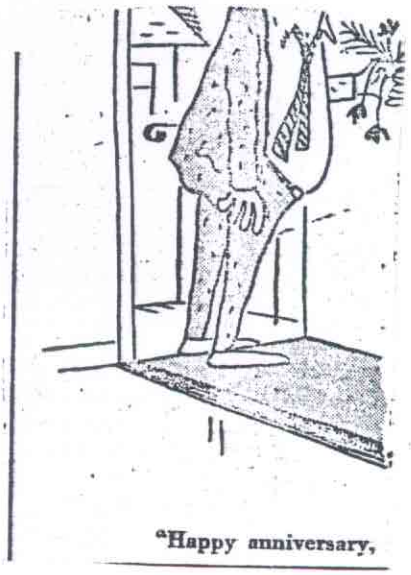
NAME A. H. Hidell AGE 28 DATE 1/27/63

WITNESS Alek J. Hidell

ADDRESS P.O. Box 2915

CITY DALLAS STATE TEXAS

Front Side (Enlarged)



"Happy anniversary,

Reverse Side (Actual Size)

(Original on newsprint)